



Report to the Green Bay Public Arts Commission

MEETING DATE

November 29, 2017

AGENDA ITEM

Old Business #1

PREPARED BY

Laura Schley, Public Arts Coordinator

REQUEST

Discussion with possible action on the mural project proposed by the Green Bay Bicycle Collective.

BACKGROUND

During the October meeting of the GBPAC, Heather Gentry and Kimberly Schwarzenbart provided an overview of the mural project the Green Bay Bicycle Collective is interested in placing at the city owned building located on 4th Street. (See image below.) H. Gentry explained that the neighbors and surrounding community have been quite supportive of the project.

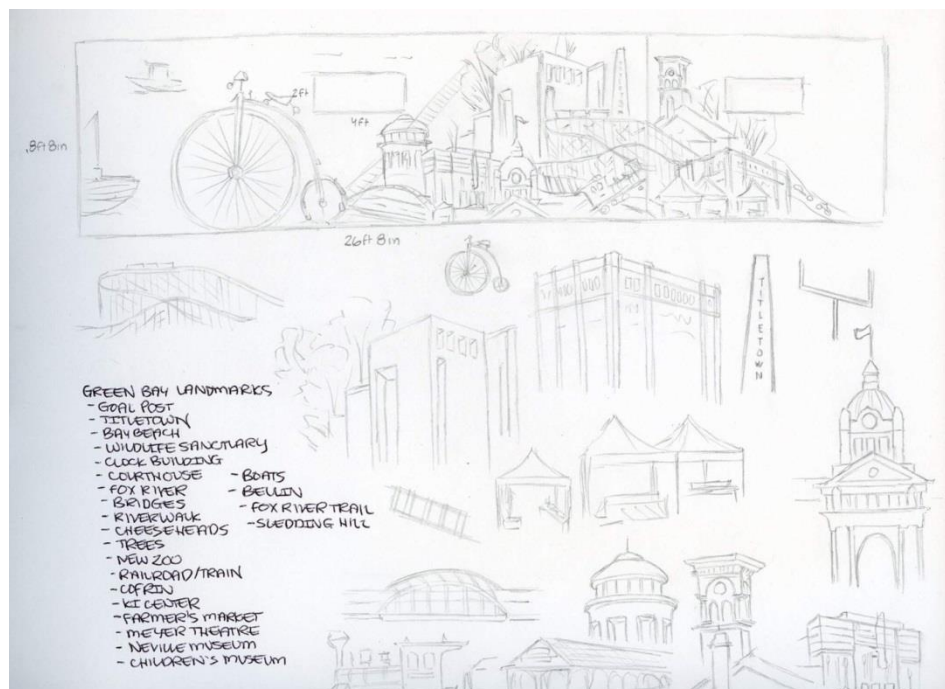
Projected timeline for the mural is to begin painting during the spring.

RECOMMENDATION

Approve the proposed mural project presented by the Green Bay Bicycle Collective.

ATTACHMENTS

I. Proposed Mural Design



MEETING DATE	AGENDA ITEM	PREPARED BY
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November 29, 2017

Old Business #2

Laura Schley, Public Arts Coordinator

REQUEST

Discussion with possible action to approve Brian Eichinger's final design for the Rotating Art Program.

BACKGROUND

Brian Eichinger submitted an application for the Rotating Art Program proposing a project that would contain 4 – 5 three dimensional cubes that would be lit so the shadows can play off one another. The commission requested a finalized design with set dimensions for the piece.

Due to the difficulties of lighting a sculpture pad at this time, staff recommends adjusting the proposed application to remove lighting.

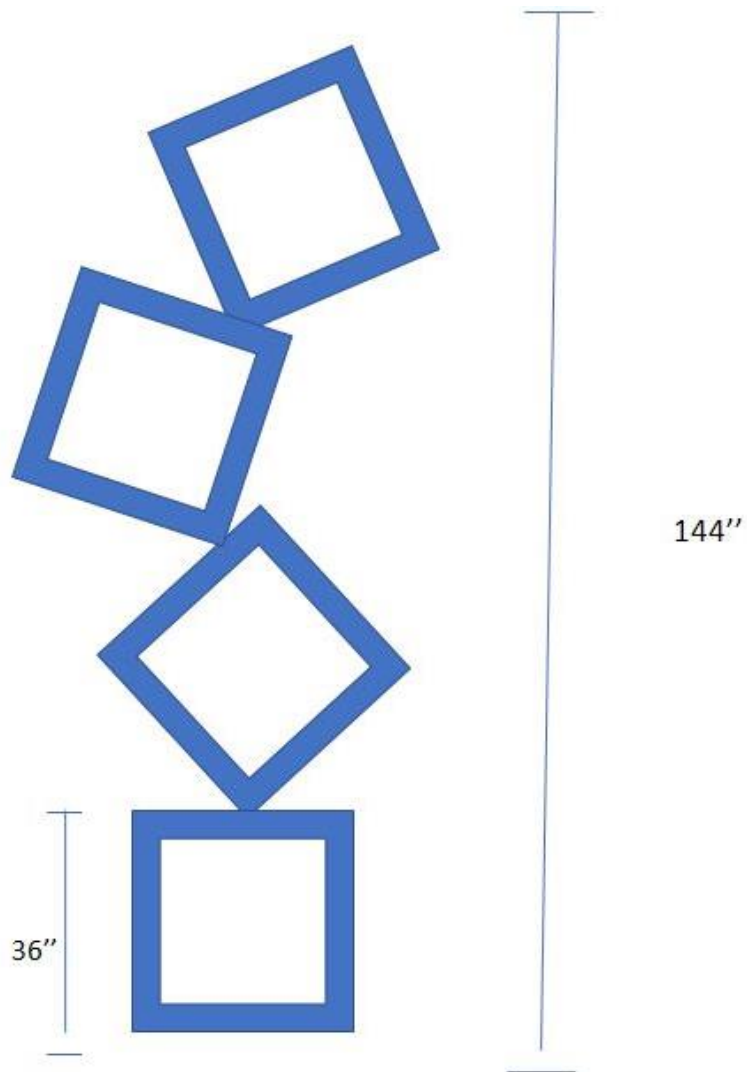
Staff feels that this is an excellent piece for the Rotating Art Program.

RECOMMENDATION

Approve Brian Eichinger's amended final project design for the Rotating Art Program.

ATTACHMENTS

- I. Final design



I would love for this to be placed in Leicht Memorial Park, also this piece would be lit up at night with one inch led lights placed within each cube, I do believe I could run it off solar power.

MEETING DATE	AGENDA ITEM	PREPARED BY
November 29, 2017	Old Business #3	Laura Schley, Public Arts Coordinator

REQUEST

Discussion with possible action to adjust the Rotating Art Program and Annual Grant Program application process.

BACKGROUND

During the October meeting of the GBPAC it was decided to adjust the guidelines for the Annual Grants Program. With this adjustment in guidelines, staff has created a layout of the programs for prospective applicants to understand the background processes of these programs.

In addition to these new guidelines, staff is also looking at reorganizing the webpage so it is clearer for applicants to use.

RECOMMENDATION

Approve new processes for the Annual Grants Program and Rotating Art Program/ Refer to staff with adjustments recommended by commission members.

ATTACHMENTS

1. RAP Guidelines
2. AGP Guidelines
3. Review website



CITY OF GREEN BAY
PUBLIC ARTS
COMMISSION

Department of Community
and Economic Development
100 N. Jefferson St., Room 608
Green Bay, WI 54301-5026
Phone: 920-448-3142
Fax: 920-448-3426
www.greenbaywi.gov/pac

DEADLINES

- This is a rolling application. Applicants will be selected based on merit of proposed project and availability of open display pads.

ROTATING ART PROGRAM



Green Bay Public Arts Commission Annual Grant Program

The Green Bay Public Arts Commission's (GBPAC) mission is to promote the arts, culture, and creative identity of Green Bay through awareness efforts, provisions and exhibitions. The GBPAC exists to fund artistic activities and support cultural programs that integrate and advance arts and culture as an essential part of life in Green Bay. The GBPAC Rotating Art Program was created in order to beautify our community, promote our cultural identity and to encourage artistic engagement. We intend to elevate neighborhoods and other areas of our city with art. The GBPAC is a five member commission appointed by the Mayor to advise the City about matters of arts and culture.

WHAT IS THE ROTATING ART PROGRAM?

The Green Bay Public Arts Commission (GBPAC) invites artists to offer their creative talents to the City of Green Bay. The Rotating Art Program (RAP) is an opportunity for temporary works of art to sprout up throughout the community. Five concrete pads have been installed throughout the city to serve as platforms for temporarily installed sculptures. Accepted artists will be given a stipend of \$500 to help facilitate the installation and deaccession of the work. The art will be on display for one year. During the eighth month of the display period the sculptures will have the option of being put up for sale at an 8% commission fee to the GBPAC.

The objectives of the Rotating Art Program include broadening the role of the artists in the community by:

- Developing public artworks that have strong, inherent aesthetic quality and represent diverse communities and a wide range of artistic styles and disciplines.
- Encouraging collaboration among artists, architects, engineers and others.
- Encouraging public dialogue about and understanding of works of art, issues raised by public art, and the various roles artists can undertake.
- Providing opportunities for artists to advance their art forms.
- Dispersing temporary public art through the City of Green Bay to really build a voice for the creative community within the city.

Contact:

Laura Schley, Public Arts Coordinator
laurasc@greenbaywi.gov

GUIDELINES

Accepted applicants will receive a \$500 stipend to help facilitate with the installation and deaccession of the work. \$200 will be provided during installation followed by \$300 after successful deaccession of the work by the artist.

Artists may submit existing art or art that they can create specifically for the RAP pad. Art quality should be high in regard to design, materials, craftsmanship, assembly, and appropriateness to theme and character designated by the Green Bay Public Arts Commission.

Artistic merit of proposed work including:

- Idea to be conveyed
- Visual impact, including color, form and composition
- Original and innovative design

Feasibility of the proposed work including:

- Public Safety
- Quality materials and craftsmanship

Ability of artist to successfully complete the project including:

- Training and experience
- Evidence of careful financial planning
- Technical competence and craft experience

BEFORE YOU APPLY

How does your project fit the Rotating Art Program? We are looking for projects that are: high quality, unique, temporary, publicly accessible, and not overtly controversial in nature.

Eligible work must:

- Fit within the boundaries of the 5ft.x5ft. pad (larger pieces will be individually reviewed)
- Be safe to the public
- Be weatherproof and resilient for northeast Wisconsin's climate
- Weigh less than 400 pounds.
- Be installed by the artist/artist team (if assistance is needed with the fastening system, please contact the public arts coordinator)
- Be maintained by the artist throughout the display year
- All repairs to the piece will be made by the artist
- Any vandalism will be re-mediated by the artist
- Be deaccessioned by the artist/artist team at the conclusion of the display year

Final placement of the work will be deemed by the commission/available locations.

Expect that you will be responsible for all costs associated with the project, including the costs of fabrication, installation, maintenance, general liability insurance, permits, fees, desinstallation, etc.

Remember if the GBPAC approves your application, your project will become a part of the Rotating Art Program. Your project and all promotional materials will need to display our logo and/or credit language. You are not getting a grant for your project. You are providing a temporary public art piece that you may sell at an 8% commission fee to the GBPAC. Your piece will be on display for and 8 month minimum from the installation date, with an end date to be set at one year unless otherwise determined by the public arts coordinator.

All information submitted to the GBPAC and its staff, including public art proposals, grant applications and supporting material, emails, and information collected from web-based forms, may be made available to requesting parties under the City of Green Bay and State of Wisconsin public records laws.

SUBMISSION

DO YOU HAVE AN IDEA YOU WANT CONSIDERED? OR A PIECE YOU'VE ALREADY MADE AND WANT TO SHOW OFF?

Submit via the application provided on the **GBPAC Website**

Application will request:

<ul style="list-style-type: none">• First and Last Name• Address• Phone Number• Email• Project Title• Project Description• Will the piece be for sale?• What is the sale price? (if any)	<ul style="list-style-type: none">• Photos/drawings depicting:<ul style="list-style-type: none">○ Birds Eye View of Project○ Frontal View of Project○ Dimensions of Project• Evidence of prior successful work<ul style="list-style-type: none">○ Photos of prior work• Do you have the necessary insurance?• Do you have the necessary permits?
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Following submission of your application the **Public Arts Coordinator** will contact you to confirm your attendance at the next **GBPAC** meeting.

Review Process

1. **You've submitted your application**
2. **Public Arts Commission members will do an initial review of project.**
3. **The Public Arts Coordinator will be getting in contact with you to determine if you can attend the upcoming public meeting. (Note: Applications will not be reviewed until you are able to interview with the commission.)**
4. **Full commission review at public meeting which will include an interview with applicant. Interviews may be completed over the phone if attendance is not possible. Commission members may suggest changes to application during this meeting.**
5. **Based on commission decision you will be notified of program acceptance/denial.**

NOTIFICATION

Applicants will be notified of award decisions approximately one month following submission.

FUNDING CREDIT

All publicity, press releases and promotional material must acknowledge that the project is a Rotating Art Program temporary public art piece funded by the Green Bay Public Arts Commission.

PAYMENT

The payment of \$500 will be split during the display period. \$200 will be awarded following the successful installation of the piece, and \$300 will be awarded following the successful deaccession of the piece.

Compliance/Legal Jargon?



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DEADLINES

- Deadlines are: February 1st, June 1st, and October 1st
- All application materials must be submitted to the Green Bay Public Art Commission by 5:00 pm on the day of the deadline.

ANNUAL GRANT PROGRAM



Green Bay Public Arts Commission Annual Grant Program

The Green Bay Public Arts Commission's (GBPAC) mission is to promote the arts, culture, and creative identity of Green Bay through awareness efforts, provisions and exhibitions. The GBPAC exists to fund artistic activities and support cultural programs that integrate and advance arts and culture as an essential part of life in Green Bay. The GBPAC Annual Grant Program distributes funds to artists/artist teams and scholars to offer their creative talents to the City of Green Bay. The GBPAC is a five member commission appointed by the Mayor to advise the City about matters of arts and culture.

WHAT IS THE ANNUAL GRANT PROGRAM?

The Green Bay Public Arts Commission invites artists and scholars to offer their creative talents to the City of Green Bay. Grants can fund up to 50% of any type of public art pursuit. Grants are for a maximum of \$1,500. Grant applications are due by 5:00pm on the day of the deadline. Applicants may submit only one grant application per six month period.

The Annual Grant Program's purpose is to help fund public art works, art performances, and events that promote and/or employ public art. Projects can be temporary or permanent.

The Annual Grant Program can help fund: artist's fees, legally required royalties, production expenses, space rental, marketing costs, purchase of expendable supplies, required insurance, city-related expenses such as street closures, and police/fire protection.

The Annual Grant program does not fund: prizes or awards, scholarships, tuition, permanent equipment, travel outside Green Bay, refreshments, and/or debts incurred for past activities.

All application materials must be received by 5:00 pm on the day of the deadline. If the deadline falls on a weekend, your application must be received by noon the following Monday.

Contact:

Laura Schley, Public Arts Coordinator
laurasc@greenbaywi.gov

FUNDING CRITERIA

Top scoring proposals will address each of the categories below.

10 Points THEME & MOTIF –

The applicant has effectively presented a central idea throughout the whole of the piece/project.

- Fundamental ideas are explored throughout the project.

10 Points BUDGET –

The applicant's budget aligns with the PAC budget and has realistically assessed their costs.

- Budget is complete and accurate, cost effective, and is linked to the projects activities and outcomes.

10 Points EXPERIENCE –

The applicant demonstrates experience in the medium and provides proof of past work.

- Multiple examples of past work have been provided, with emphasis on relevant public work.

10 Points ORIGINALITY –

The applicant's vision is clear and the project brings this fresh idea to life.

- Project has a strong and innovative idea that is well defined and fully explained.

15 Points PUBLIC ART VALUE –

The project is relevant to the community and provides value to the City.

- Project has a relevant connection to the community.
- Impactful to the residents.
- Can be easily understood.

25 Points OVERALL AESTHETIC/APPEAL –

The project presents a high level of craftsmanship/attention to detail. Compelling for spectators to view/participate without being objectionable.

- Quality design/plan for project.
- Project is appealing and provides opportunity for conversation and discussion.

10 Points ACCESS/LOCATION –

Potential for the project to reach targeted audiences

- Project includes a significant, clearly defined element that is free to the public.

RESTRICTIONS

Individuals and/or organizations may receive funding for only one grant per funding year. The same project will not be funded twice in the same calendar year.

The Annual Grants Program may be awarded for up to \$1,500, but not more than 50% of the total estimated project costs. The grant funds requested must be matched with cash or a combination of cash and in-kind contributions. In-kind is defined as non-cash donations of goods and services, such as labor, facilities, or equipment to carry out a project. (In-kind services may include offerings of space, materials, loaned equipment and or/donated professional services, and written verification of all in-kind contributions is required of grantees in the final report.)

Upon award approval a contract between the Grantee and the City must be signed and approved by both parties before the grant becomes official. **Any work done, or expenses incurred prior to signing the contract will not be reimbursed. On the budget form, check boxes only for expenses that will occur during the grant period.**

All information submitted to the GBPAC and its staff, including public art proposals, grant applications and supporting material, emails, and information collected from web-based forms, may be made available to requesting parties under the City of Green Bay and State of Wisconsin public records laws.

AWARD PROCEDURES

Grant Application Deadline: Two deadlines are in place for applicant submission. Application materials must be received by 5:00 pm by the deadline. If the deadline falls on a weekend, your application must be received by noon the following Monday.

- **February 1st, June 1st, and October 1st**

GBPAC Review: Commission members will consider applications at their publicly noticed meetings subsequent to application deadline. Applicants will be invited to attend and present at this meeting, and observe proceedings.

- **February 14th, June 13th and October 10th (dates subject to change)**

Approval: The GBPAC will present and approve award recommendations at the following meeting.

- **February 28th, June 27th, and October 24th**

Notification: Applicants will be notified of award decisions in writing after commission approval.

Contract: Along with insurance and affirmative action paperwork, a contract between the Grantee and the City must be signed and approved by both parties before the grant becomes official. Any work done, or expenses incurred prior to signing the contract and receiving commission approval will not be reimbursed.

Funding Credit: All publicity, press releases and promotional materials must acknowledge that the project is funded by the Green Bay Public Arts Commission.

Photo Documentation: Grantee is required to submit five labeled images of the project within 30 days of project completion. The City may use these images for promotional or other purposes.

Project Promotional Materials: Grantee will submit two copies of all project promotional materials.

Project Evaluation: Grantees will be required to submit a final report to the Public Arts Coordinator within 30 days of project completion.

Payment: Payment will be issued after contract and W9 are received.

APPLICATIONS

Application Submission List

All applicants are encouraged to contact the Public Arts Coordinator (laurasc@greenbaywi.gov) prior to submittal to discuss their application. A complete application will include the following:

- A** The annual grant program **Application** in PDF format
A_application_JDoe.pdf

- B** **Previous Work Examples and image list** to label content (work examples may include: photos, videos, music clips, and letters of recommendation
B_worksample1_JDoe.jpg; B_worksample2_JDoe.pdf, etc. B_imagelist_JDoe.pdf

Digital files (videos and music) must be no longer than 5 minutes. If applicant wishes to direct reviewer to a project sample online, a working url must be provided.

Digital images (maximum of 4); jpeg format. Name files and number images.

How to Submit

All application materials listed above must be received via email by 5:00 pm on the day of the deadline.

Applicants with technical limitations, please contact the Public Arts Coordinator laurasc@greenbaywi.gov.

Submit your application materials as an attachment in an email.

To do so, use the following steps:

1. Open a new email message window in your preferred email program.
2. Click on the menu item with a paperclip icon that says “Attach a file” or something similar (e.g., “Attach Files”)
3. Select your files/folders you wish to attach and click “Open” or “Choose File” or another similar button to attach the file to your email.
4. Continue composing your email and send(Send the email to laurasc@greenbaywi.gov with a subject line of: *AGP Application – John Doe*)

LATE OR INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED AT TIME OF DEADLINE. APPLICANTS ARE WELCOME TO APPLY AGAIN DURING THE FOLLOWING DEADLINE.

MEETING DATE	AGENDA ITEM	PREPARED BY
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November 29, 2017

New Business #1

Laura Schley, Public Arts Coordinator

REQUEST

Discussion with possible action to review fundraising packet for the GBPAC.

BACKGROUND

Staff has been working on forming a fundraising packet that will be used to help create the Fundraising Cabinet and will be a helpful tool for the Fundraising Cabinet members.

RECOMMENDATION

Refer to staff with recommended adjustments from commission members.

ATTACHMENTS

- I. Draft Fundraising Packet

About Us

The Green Bay Public Arts Commission works to promote the arts, culture, and creative identity of Green Bay through awareness efforts, provisions and exhibitions.

Our Programs

The main programs put on by the Green Bay Public Arts Commission are continuously growing and help us to assist artists and creative ideas within the community, and improve the overall identity of Green Bay.

Our programs include:

Rotating Art Program

The Rotating Art Program (RAP) was developed in order to beautify our community, promote our cultural identity and to encourage artistic engagement. We intend to elevate neighborhoods and other areas of our city with art. Six concrete foundations have been installed throughout the city to serve as platforms for temporary sculptures. Work will be continuously rotating throughout the city on a yearly basis. During this time artists are welcome to sell their work on display and it also presents an opportunity for creative discussion within the community.

Annual Grants Program

The Annual Grant Program's (AGP) purpose is to help fund public art works, art performances, and events that promote and/or employ public art. Grant funds can be awarded and can fund up to 50% of any type of

public art pursuit up to \$1,500. We intend to assist artists, performers, scholars, and all creative groups with their proposal to help bolster the creative identity of Green Bay.

Letters of Support

We provide letters of support for artists, performers, scholars, and creative groups which aids in credibility of their work and at times assists with achieving certain permissions.

Some facts and information

What is public art?

Public art is exactly what it sounds like, art in public spaces. Public art can take on a wide variety of forms and sizes; it can be temporary or permanent. Oftentimes ideas of murals or sculpture come to mind, but public art can also include performances, festivals, live poetry readings and more.

A brief history of Green Bay Public Arts Commission:

- The commission was officially formed in October of 2016
- Currently we have awarded \$1,500 in grant awards
- Initial funds were provided through the excess stadium tax

How important is Fundraising for the GBPAC?

The Green Bay Public Arts Commission is funded through the excess stadium tax fund. Imagine this fund as a bucket, when the GBPAC was formed the bucket was filled. As we grow and award grants and provide stipends for artists our bucket is slowly being drawn from. It is through the generosity of the local community that we will be able to replenish and refill our bucket.

The fundraising cabinet for the Green Bay Public Arts Commission is dedicated to showing appreciation for the community support and recognizing their efforts regardless of the amount of the gesture.

To put on our programs and maintain our efforts it costs around \$41,000 a year. Our fundraising target is to raise \$\$\$\$ to not only maintain our current programs, but expand them and even add additional programming in the future.

Did you know?

- There are over 700 pieces of public art currently in the City of Green Bay.
- The GBPAC is currently working on commissioning an \$80,000 sculpture that will create an interactive space and will help enhance the downtown area.

By choosing to support the Green Bay Public Arts Commission you are helping to secure our continued work and programming. Whatever amount you are able to donate will assist in helping nurture our creative community and build the City of Green Bay into an arts destination.

CASE STATEMENT FOR GBPAC

The Green Bay Public Arts Commission (GBPAC) was first formed in October of 2016. It is the mission of the GBPAC to promote the arts, culture, and creative identity of Green Bay through awareness efforts, provisions and exhibitions. Though the history of this organization is short, we are hitting the ground running to continuously uphold our mission and expand our programming.

The coming year promises to be crucial for the GBPAC, we have several new and exciting art opportunities for the Green Bay community planned but we also need to build our funds so we can keep expanding these programs and eventually build new ones .

Currently the two main focuses of the GBPAC are the Rotating Arts Program (RAP) and the Annual Grant Program (AGP). The Rotating Art Program (RAP) was developed in order to beautify our community, promote our cultural identity and to encourage artistic engagement. Six concrete foundations have been installed throughout the city to serve as platforms for temporary sculptures. Work will be continuously rotating throughout the city on a yearly basis. During this time artists are welcome to sell their work on display and it also presents an opportunity for creative discussion within the community.

The Annual Grant Program's (AGP) purpose is to help fund public art works, art performances, and events that promote and/or employ public art. Grant funds can be awarded and can fund up to 50% of any type of public art pursuit up to \$1,500. We intend to assist artists, performers, scholars, and all creative groups with their proposal to help bolster the creative identity of Green Bay. We intend to elevate neighborhoods and other areas of our city with art.

To put on our programs and maintain our efforts it costs around \$41,000 a year. Our fundraising target is to raise \$\$\$\$ to not only maintain our current programs, but expand them and even add additional programming in the future.

By choosing to support the Green Bay Public Arts Commission you are helping to secure our continued work and programming. Whatever amount you are able to donate will assist in helping nurture our creative community and build the City of Green Bay into an arts destination.

MEETING DATE	AGENDA ITEM	PREPARED BY
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November 29, 2017

New Business #2

Laura Schley, Public Arts Coordinator

REQUEST

Discussion with possible action on Dave Windey's Rotating Art Program application.

BACKGROUND

Dave Windey is an artist who has been creating for 30 years. He has submitted an application for the Rotating Art Program for consideration.

RECOMMENDATION

Approve Dave Windey's application for the Rotating Art Program.

ATTACHMENTS

I. Dave Windey's Application

GBPAC Rotating Art Program Application

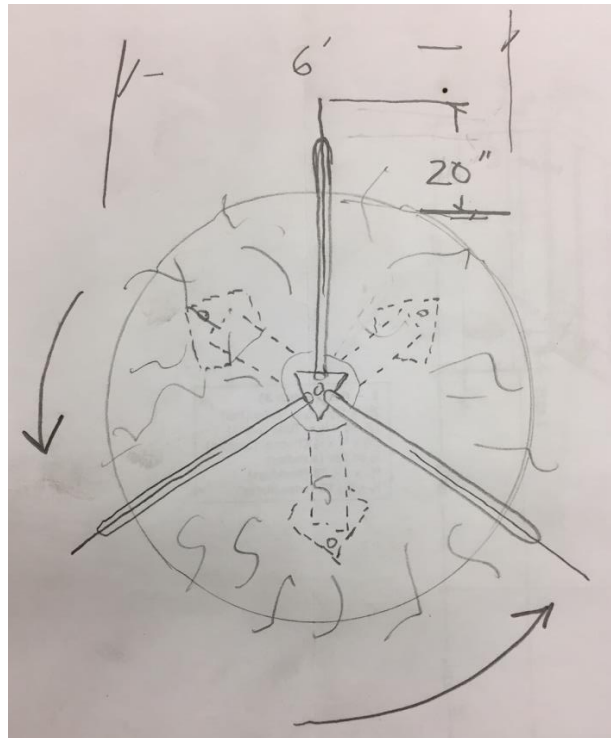
Name (First and Last): Dave Windey

Proposed Art Piece

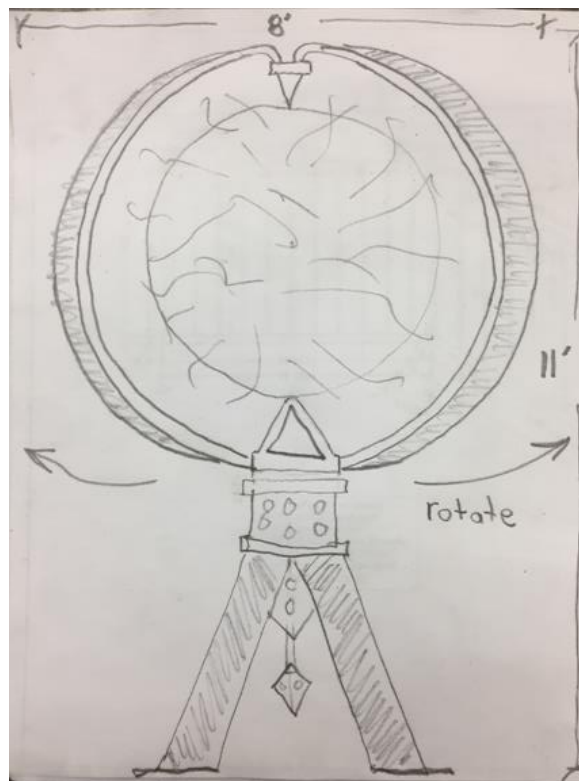
Project Title: Pure Energy

Project Description: Pure Energy is a sculpture that makes or harnesses Energy. It's a kinetic sculpture that rotates while many reflective discs shimmer in the wind. It's fabricated out of steel, aluminum stainless steel and reflective discs. The actual sculpture is in its powder coating phase and will be completed by Nov 24th. I can have pictures of the final product at the November meeting.

Birds Eye View:



Frontal View/ Dimensions:



Evidence of Prior Successful Work

Experience:

Dave Windy is an artist craftsman, and designer who utilizes his 30 years of experience to create high quality artwork in a variety of styles that range from sculptures to furniture to wall art for both indoor and outdoor use. He works in all forms of metal to create new methods and ideas that make his unique style of art stand out.

Previous Art #1:



Previous Art #2:



For Sale / Coverage

Will this piece be for sale?:

Yes

Insurance: N/A

Price:

20000

Permits: N/A

MEETING DATE	AGENDA ITEM	PREPARED BY
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November 29, 2017

New Business #3

Laura Schley, Public Arts Coordinator

REQUEST

Discussion with possible action on Steve Haas' Rotating Art Program application.

BACKGROUND

Steve Haas has submitted an application for the Rotating Art Program.

RECOMMENDATION

To approve Steve Haas' application to the Rotating Art Program.

ATTACHMENTS

I. Steve Haas' Application

GBPAC Rotating Art Program Application

Name (First and Last): Steve Haas

Proposed Art Piece

Project Title: Cubi-Digit

Project Description: Cubi-Digit is a closed form fabricated static sculpture made of aluminum. It is approx. 11'h x 3'w x 1'd.

**Birds Eye View/
Frontal View**



Dimensions: It is approx.. 11'h x 3'w x 1'd

Evidence of Prior Successful Work

Experience: I have public and corporate installations including:
The City of Green Bay
NWTC
UWGB
UW Madison
UW Milwaukee
Amoco

**Previous
Art #1:**

**Previous
Art #2:**

For Sale / Coverage

**Will this
piece be for
sale?:** Yes

Insurance: No

Price: 7,000

Permits: No